IRVINE UNIFIED SCHOOL DISTRICT

DIRECTOR IV: PUBLIC AFFAIRS AND INFORMATION OFFICER

DEFINITION:
Under general direction of the Chief Technology Officer, the Director of Public Affairs and Information Officer leads the Programming and Operations Teams within the Information Technology Department. The Director coordinates activities and projects with schools and other departments, including enhancements to business and student systems to improve processes, development of new programs, documentation and training on programming and data standards, and maintenance of high-quality data.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.
- Work with the Chief Technology Officer, and stakeholders, to develop, update, and implement a district-wide technology plan
- Select, train, motivate, and evaluate assigned staff; provide or coordinate staff training; work with employees to correct deficiencies
- Work collaboratively with schools and departments to support technology integration and innovation
- Communicate with CTO, Leadership Team, and other stakeholders about scheduled activities and planned/needed changes to district information systems
- Provide leadership for technology activities and projects to improve district operations and instructional outcomes
- Prioritize requests for support and new projects, balancing district need and staff workload
- Effectively manage personnel, technology, and financial resources to support district operations and goals
- Develop and maintain a thorough understanding of school site operations and data needs, including processes for scheduling, attendance taking, course development, home-school communication, and reporting requirements
- Analyze business and instructional practices to identify potential areas for improvement, and apply technical principals and concepts to develop business solutions
- Plan and conduct regularly scheduled meetings with school site and department representatives to gather feedback on applications and support, and implement strategies to continuously improve services
- Resolve difficult and complex application problems through analysis and effective utilization of technical staff, coordination with other information technology staff, and use of vendor contracts
- Evaluate application development practices and create development standards, policies, and procedures
- Keep up-to-date on business application development and implementation, trends in K-12 technology, database architectures, technologies, and methodologies, and attend training classes as necessary
- Monitor quality assurance and security procedures for business and student applications
- Collaborate with districts, professional organizations, county offices of education, and other organizations to evaluate alternative systems and processes against IUSD's current environment
- Perform related duties as required

QUALIFICATIONS GUIDE

KNOWLEDGE OF:
- Knowledge of principles, techniques, procedures and developments for database development and management
- Knowledge of school operations and data management requirements
- Understanding of technology integration in support of the instructional program
- Knowledge of complex computer systems design, analysis and operations, with a background in managing integrated database file structures
- Formal bid process and price quote requirements

- Knowledge of relationship building techniques and conflict resolution strategies

ABILITY TO:
- Ability to articulate and understand complex issues and facilitate effective problem-solving
- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations

EDUCATION:
Bachelor's Degree in technology, business administration or related field; **or** any combination of professional training or experience equivalent to four years in technology, or in fields directly related to position requirements.

LICENSES/CREDENTIAL:
- Possession of a valid California driver's license

TRAINING AND EXPERIENCE:
Preference for administrative experience, in a supervisory or management capacity, with enterprise data systems and technology support.

PHYSICAL DEMANDS:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit and use hands to finger, handle, or feel objects, tools, or controls. The employee is occasionally required to stand; walk, reach with hands and arms; stoop, kneel, crouch, or crawl; and talk or her. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision.

WORK ENVIRONMENT:
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Revised: 7/1/2019